

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 – 66. (Cancelled)

67. (Currently Amended) An iontophoretic patch for applying a body decoration to a subject comprising:

(a) a substrate base layer;

(b) a first electrode attached to said substrate base layer, wherein said first electrode is an active electrode;

(c) a second electrode attached to said substrate base layer;

(d) a power supply attached to said first and second electrodes for supplying current to said electrodes;

~~(e) a conductive layer disposed on said first electrode for providing a conductive interface between said first electrode and a body area of said subject; and~~

~~(f) (e) a conductive color formulation comprising at least one ink suitable for facilitating a body decoration on said first electrode; and~~

~~(f) optionally an insulating, flexible decorative template comprising a cut-out in the shape of the body decoration;~~

wherein said patch promotes penetration of said color formulation into said body area to form said body decoration; and

wherein durability of the body decoration is controlled according to at least one of: the color of the color formulation, the type of dye in the color formulation, and the dye concentration in the color formulation and/or a decorative template.

68. (Currently Amended) The patch of claim 67, ~~further comprising an additional a~~ conductive layer disposed on said ~~second~~ first electrode for providing a conductive

interface between said first electrode and a body area of said subject.

- 69. (Original) The patch of claim 67, wherein said power supply comprises at least one thin and flexible electrochemical cell.
- 70. (Original) The patch of claim 67, wherein said patch is thin and flexible.
- 71. (Original) The patch of claim 67, wherein said patch is a printed patch.
- 72. (Currently Amended) The patch of claim ~~68~~ 67, wherein said conductive layer is a hydrogel.
- 73. (Currently Amended) The patch of claim ~~68~~ 67, wherein said first active electrode is in the shape of said body decoration and said conductive layer is in the shape of said body decoration.
- 74. (Currently Amended) The patch of claim ~~68~~ 67, wherein said conductive layer comprises said color formulation.
- 75. (Currently Amended) The patch of claim ~~68~~ 67, ~~further comprising a~~ wherein the decorative template ~~that~~ covers one or more regions of said body area and ~~that~~ is on said conductive formulation on said first electrode.
- 76. (Cancelled)
- 77. (Original) The patch of claim 75, wherein said decorative template is made from polyester.
- 78. (Cancelled)

79. (Original) The patch of claim 75, wherein said decorative template limits application of said color formulation to those regions of said body area not covered by said template, and limits the electric current flowing from said first electrode to said body area to those regions of said body area not covered by said template.
80. (Original) The patch of claim 67, wherein said body decoration is a tattoo.
81. (Original) The patch of claim 67, wherein said body decoration is semi-permanent make-up.
82. (Currently Amended) An iontophoretic patch for applying a body decoration to a subject comprising:
 (a) a first electrode, wherein ~~said the~~ first electrode is an active electrode;
 (b) a second electrode;
 (c) a power supply attached to ~~said the first and second~~ electrodes for supplying current to ~~said the first and second~~ electrodes; and
 (d) a color formulation on ~~said the~~ first electrode;
wherein the active electrode is in the shape of the body decoration, and the ~~said~~ patch promotes penetration of ~~said the~~ color formulation into a body area of ~~said the~~ subject to form ~~said the~~ body decoration.
83. (Original) The iontophoretic patch of claim 82, further comprising a substrate base layer.
84. (Original) The iontophoretic patch of claim 82 further comprising a conductive layer disposed on said first electrode for providing a conductive interface between said first electrode and said body area.
85. (Cancelled)

86. (Currently Amended) An iontophoretic patch for applying a body decoration to a body area of a subject and for treating said body area, comprising:
- (a) a substrate base layer;
 - (b) a first electrode attached to said substrate base layer, wherein said first electrode is an active electrode;
 - (c) a second electrode attached to said substrate base layer;
 - (d) a power supply attached to said electrodes for supplying current to said electrodes;
 - (e) a conductive layer disposed on said first electrode for providing a conductive interface between said first electrode and said body area;
 - (f) a color formulation on said first electrode; and
 - ~~(g) an electrically powered patch and a formulation comprising an active medicinal composition ingredient for treating said body area; a condition and at least one color suitable for facilitating a body decoration, wherein said patch provides current and promotes penetration of said color the formulation into said body area to facilitate simultaneously a body decoration and treatment of a condition of the body area and promotes penetration of said active medicinal composition into said body area.~~
87. (Cancelled)
88. (Original) The patch of claim 86, wherein said treating is selected from the group consisting of treatment of acne, wrinkles, skin discoloration, excessive skin coloration, skin puffiness, scarring, dry skin, oily skin, imbalance of skin pH, and a combination thereof.
89. (Original) A patch for removing a body decoration from a body area of a subject comprising:
- (a) a substrate base layer;
 - (b) a first electrode attached to said substrate base layer, wherein said first electrode is an active electrode;

- (c) a second electrode attached to said substrate base layer;
 - (d) a power supply for supplying current to said electrodes;
 - (e) a conductive layer disposed on said first electrode for providing a conductive interface between said first electrode and said body area; and
 - (f) a color formulation collecting chamber;
- wherein said patch removes a color formulation from a body decoration and delivers said color formulation to said collecting chamber.
90. (Currently Amended) An iontophoretic patch for removing a body decoration from a body area of a subject comprising:
- (a) a substrate base layer;
 - (b) a first electrode attached to said substrate base layer, wherein said first electrode is an active electrode;
 - (c) a second electrode attached to said substrate base layer;
 - (d) a power supply for supplying current to said electrodes;
 - (e) a conductive layer disposed on said first electrode for providing a conductive interface between said first electrode and said body area; and
 - (f) a removal formulation comprising a substance to dissolve a body decoration ink;
- wherein said iontophoresis patch delivers said removal formulation to said body decoration to remove said body decoration.
91. (Cancelled)
92. (Cancelled)
93. (Withdrawn, Currently Amended) A method of applying a body decoration to a subject, comprising the steps of:
- providing the patch of claim 67;
 - contacting a body area of said subject with a means for applying;

applying a color formulation to said body area with said means for applying; and
promoting penetration of said color formulation into said body area with an
electrically powered patch in contact with said formulation.

94. (Withdrawn, Currently Amended) The method of claim 93, ~~wherein said step of contacting a body area comprises~~ comprising adhering a stencil to said body area and applying said color formulation through said stencil to said body area.
95. (Cancelled)
96. (Withdrawn, Currently Amended) The method of claim 93, ~~wherein said step of contacting a body area comprises~~ comprising adhering a transferable sheet having said color formulation thereon to said body area and transferring said color formulation from said transferable sheet to said body area.
97. (Cancelled)
98. (Cancelled)
99. (Withdrawn) The method of claim 96, wherein said transferable sheet comprises conductive elements configured to the shape of said body decoration.
100. (Withdrawn) The method of claim 99, wherein the resistance of said conductive elements is adjustable to control depth of penetration.
101. (Withdrawn) The method of claim 93, wherein said step of contacting a body area comprises contacting said body area with an active electrode in the shape of said body decoration, and wherein said electrode further comprises a conductive composition and a colored formulation in the shape of said body decoration.

102. (Withdrawn) The method of claim 93, wherein said step of promoting penetration comprises the use of an iontophoretic patch that provides an electric current to said body area after said step of applying said color formulation.
- 103 - 117 (Cancelled)
118. (New) The patch of claim 86, wherein the patch optionally comprises an insulating, flexible decorative template comprising a cut-out in the shape of the body decoration and wherein durability of the body decoration is controlled according to at least one of: the color of the color formulation, the type of dye in the color formulation, and the dye concentration in the color formulation and/or a decorative template, and.
119. (New) The patch of claim 86, wherein the color comprises at least one ink suitable for facilitating a body decoration.
120. (New) The patch of claim 86, wherein the patch and the formulation are configured as part of a kit.
121. (New) The patch of claim 86, wherein the patch comprises:
a first electrode; wherein the first electrode is an active electrode;
a second electrode separated from said first electrode; and
a power supply supported on a base member.
122. (New) The patch of claim 121 wherein the first electrode is formed in the shape of the body decoration.
123. (New) The patch of claim 118, wherein the decorative template limits application of said color formulation to those regions of said body area not covered by said template, and limits the electric current flowing from one of the electrodes to said body area to those regions of said body area not covered by said template.

- 124. (New) The patch of claim 86, wherein said body decoration is temporary.
- 125. (New) The patch of claim 86, wherein said body decoration comprises make-up.
- 126. (New) The patch of claim 86, wherein said body area is selected from the group consisting of skin, nails, teeth, and a combination thereof.
- 127. (New) The patch of claim 86, wherein said body decoration comprises a cosmetic to facilitate concealing a skin condition.
- 128. (New) The patch of claim 86, wherein the color of said body decoration is at least one of melanin and skin color.
- 129. (New) The patch of claim 86, wherein the conductive layer is cut into the same shape as the active electrode.
- 130. (New) The patch of claim 67 configured as part of a kit.